

**"AMEND DON'T END" FILM/TV/DIGITAL INCENTIVE PLAN (3-15-11)****-CHANGES TO EXISTING PROGRAM-**

-ABOVE THE LINE-MICHIGAN  
CUT from 40/42% to 35/37%.

-ABOVE THE LINE- OUT STATE  
CUT from 40/42% to 35/37% and two years later, cut to 30%.

*\*This provides savings of 5 PERCENT from current payout and 10 PERCENT in two yrs.*

-BELOW THE LINE-MICHIGAN  
CUT from 42/40% to 37/35%

-BELOW THE LINE-OUTSTATE:  
CUT from 30% to 25% and two years later, CUT to 20%.

*\*This provides a savings of 4.7 PERCENT now and 8.7 PERCENT in two years.*

-GOODS & SERVICES:  
CUT from 40/42% to 35/37 %.

*\*This provides a savings of 4 PERCENT.*

-VIDEO GAME INDUSTRY  
CUT from 40/42% to 35/37%.

*\*This provides a savings of 1 percent*

-CUT MAX INDIVIDUAL LIMIT from \$2 million to \$1 million.

*\*This provides a savings of 3 PERCENT*

-CUT PRODUCER FEES TO MAX OF 5% OF BUDGET/10% FOR MICHIGAN RES.

*\*This provides a savings of 5.5 PERCENT*

-ELIMINATE PASS-THROUGH ACTIVITY.  
-ELIMINATE MOST TRAVEL DEDUCTIONS  
-ADD COMMERCIALS AT 30 PERCENT.  
-KEEP MINIMUM 50k SPEND IN ALL CATEGORIES.

**\*SAVINGS FROM 2010 PAYOUT: 21.2 % (\$24.4 M)**  
**\*SAVINGS IN TWO YEARS: 30.2 % (\$34.5 M)**